Marketing Database for Ethnic Markets

<u>Location of Project:</u> Amherst, Massachusetts (Northeast Region)

<u>Purpose:</u> The goal of this project was to build a database specific to ethnic markets as well as give meat producers the ability to assess potential profits and improve marketing.

<u>Accomplishments:</u> Data on livestock buyers were collected and compiled using a computer database program, including contact information, demographic and economic information, and purchasing preferences. This effort included identifying the specific meat items wanted by particular ethnic groups, and the times of year when they tended to consume such items. The data was collected from interviews at markets, phone calls to ethnic buyers, selected statistics from feasibility studies, and available information on American demographic trends. Relevant information incorporated in the database included cooking preparations and recipes that were popular among particular ethnic populations.

Lessons Learned: The bulk of the work involved in this project comprised of data

collection, data entry, and editing.

Conclusion: Creating this type of comprehensive reference material for

livestock producers did not prove difficult to assemble.